



Importance for Downtown Albuquerque to be an Active City Center

Question 41: Please rate anywhere between 5 and 1 how important it is to you that Downtown Albuquerque be an active city center, where 5 means very important and 1 means not at all important.

	JULY 2001 SAMPLE (N = 1352)	GENDER		AGE				ETHNICITY		ANNUAL HOUSEHOLD INCOME					LENGTH OF ABQ. RESIDENCY			
		MALE	FEMALE	18 TO 34	35 TO 49	50 TO 64	65 YEARS	HISPANIC	ANGLO	LESS	\$20,000	\$35,000	\$50,000	\$75,000	5 YEARS	6 TO 9	10 TO 19	20 YEARS
				YEARS	YEARS	YEARS	AND OVER			THAN	TO	TO	TO	OR MORE	OR LESS	YEARS	YEARS	OR MORE
5 - Very important	31%	31%	31%	34%	34%	32%	18%	36%	26%	33%	33%	34%	31%	34%	34%	34%	29%	30%
4	18%	18%	18%	25%	19%	17%	13%	21%	17%	24%	19%	20%	16%	18%	23%	17%	17%	17%
3	21%	20%	21%	21%	21%	20%	19%	19%	22%	15%	22%	20%	21%	21%	20%	26%	23%	19%
2	8%	9%	7%	7%	9%	9%	8%	6%	10%	8%	6%	9%	8%	9%	6%	5%	11%	8%
1 - Not at all important	21%	21%	22%	13%	18%	20%	39%	17%	25%	19%	19%	16%	23%	17%	16%	15%	19%	24%
Don't know/won't say	1%	*	2%	*	-	2%	3%	1%	1%	2%	1%	1%	-	-	1%	2%	-	1%
MEAN †	3.3	3.3	3.3	3.6	3.4	3.3	2.6	3.5	3.1	3.5	3.4	3.5	3.3	3.4	3.5	3.5	3.3	3.2

	JULY 2001 SAMPLE (N = 1352)	EDUCATION					COMMUNITY PLANNING AREA									
		SOME H.S.	H.S.	SOME COLL/	COLL.	GRAD. WORK OR	CENTRAL	WEST-	FOOT-	MID-	EAST	NEAR	NORTH	NORTH	SW MESA/ SOUTH	
		OR LESS	GRAD.	ASSOC.	GRAD.	DEGREE	ABQ	SIDE	HILLS	HEIGHTS	GATEWAY	HEIGHTS	ABQ.	VALLEY	VALLEY	
5 - Very important	31%	34%	28%	30%	35%	27%	44%	27%	24%	36%	22%	37%	24%	30%	30%	
4	18%	14%	19%	21%	17%	20%	27%	14%	11%	16%	20%	20%	21%	22%	24%	
3	21%	17%	21%	22%	21%	22%	9%	22%	29%	15%	23%	17%	29%	27%	20%	
2	8%	8%	7%	8%	5%	14%	3%	10%	10%	7%	9%	8%	9%	7%	6%	
1 - Not at all important	21%	25%	23%	19%	22%	17%	16%	26%	25%	24%	25%	17%	16%	12%	19%	
Don't know/won't say	1%	2%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	2%	*	
MEAN †	3.3	3.3	3.2	3.4	3.4	3.2	3.8	3.0	3.0	3.3	3.1	3.5	3.3	3.5	3.4	

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The very important response is assigned a value of 5, the not at all important response is assigned a value of 1, etc. The "don't know/won't say" responses are excluded from the calculation of the mean.

Residents were asked to rate how important it is to them that Downtown Albuquerque be an active city center based on 5-point scale where 5 is *very important* and 1 is *not at all important*. Half of area residents feel it is important that Downtown be an active center (31% say it is *very important*). Twenty-nine percent do not feel it is important to have an active city center and 21% have a neutral opinion.

Residents who are more apt to feel it is important that Downtown Albuquerque be an active city center include:

- those under the age of 35 (59%) as compared to seniors (31%);

- Hispanics (57%) as compared to Anglos (43%); and
- residents living in the Central Albuquerque CPA (71%).

Downtown Activities: Walked Along Central Avenue

Question 42: Which of the following things have you done at least one time in the past year? *[Walked along Central Avenue in Downtown Albuquerque]*

	<i>JULY 2001 SAMPLE (N = 1352)</i>	GENDER		AGE				ETHNICITY		ANNUAL HOUSEHOLD INCOME					LENGTH OF ABQ. RESIDENCY			
		<i>MALE</i>	<i>FEMALE</i>	<i>18 TO 34 YEARS</i>	<i>35 TO 49 YEARS</i>	<i>50 TO 64 YEARS</i>	<i>65 YEARS AND OVER</i>	<i>HISPANIC</i>	<i>ANGLO</i>	<i>LESS</i>	<i>\$20,000</i>	<i>\$35,000</i>	<i>\$50,000</i>	<i>\$75,000</i>	<i>5 YEARS OR LESS</i>	<i>6 TO 9 YEARS</i>	<i>10 TO 19 YEARS</i>	<i>20 YEARS OR MORE</i>
										<i>THAN \$20,000</i>	<i>TO \$35,000</i>	<i>TO \$50,000</i>	<i>TO \$75,000</i>	<i>OR MORE</i>				
Yes	54%	59%	51%	69%	59%	55%	26%	58%	50%	55%	54%	59%	63%	60%	61%	68%	59%	49%
No	46%	41%	49%	31%	41%	45%	74%	42%	50%	45%	46%	41%	37%	40%	39%	32%	41%	51%

	JULY 2001 SAMPLE (N = 1352)	EDUCATION					COMMUNITY PLANNING AREA									
		SOME H.S. OR LESS	H.S. GRAD.	SOME COLL./ ASSOC.	COLL. GRAD.	GRAD. WORK OR DEGREE	CENTRAL ABQ	WEST- SIDE	FOOT- HILLS	MID- HEIGHTS	EAST GATEWAY	NEAR HEIGHTS	NORTH ABQ.	NORTH VALLEY	SW MESA/ SOUTH VALLEY	
Yes	54%	45%	45%	58%	63%	63%	64%	55%	50%	51%	44%	65%	48%	56%	57%	
No	46%	55%	55%	42%	37%	37%	36%	45%	49%	49%	56%	35%	52%	44%	43%	

The majority (54%) of residents say they have walked along Central Avenue in Downtown Albuquerque at least one time in the past year.

Residents who are most apt to have walked along Central Avenue include:

- men (59%) as compared to women (51%);
- those under the age of 35 (69%) as compared to seniors (26%);
- Hispanics (58%) as compared to Anglos (50%);
- those who have at least a four-year college degree (63%); and
- residents of the Near Heights (65%) and Central Albuquerque (64%) CPA.

Downtown Activities: Driven on Central Avenue

Question 43: Which of the following things have you done at least one time in the past year? *[Driven on Central Avenue in Downtown Albuquerque]*

	<i>JULY 2001 SAMPLE (N = 1352)</i>	GENDER		AGE				ETHNICITY		ANNUAL HOUSEHOLD INCOME					LENGTH OF ABQ. RESIDENCY			
		<i>MALE</i>	<i>FEMALE</i>	<i>18 TO 34</i>	<i>35 TO 49</i>	<i>50 TO 64</i>	<i>65 YEARS</i>	<i>HISPANIC</i>	<i>ANGLO</i>	<i>LESS</i>	<i>\$20,000</i>	<i>\$35,000</i>	<i>\$50,000</i>	<i>\$75,000</i>	<i>5 YEARS</i>	<i>6 TO 9</i>	<i>10 TO 19</i>	<i>20 YEARS</i>
				<i>YEARS</i>	<i>YEARS</i>	<i>YEARS</i>	<i>AND OVER</i>			<i>THAN</i>	<i>TO</i>	<i>TO</i>	<i>TO</i>	<i>OR MORE</i>	<i>OR LESS</i>	<i>YEARS</i>	<i>YEARS</i>	<i>OR MORE</i>
Yes	82%	80%	83%	91%	86%	82%	60%	82%	81%	74%	80%	87%	91%	92%	87%	89%	86%	78%
No	18%	19%	17%	8%	14%	18%	40%	18%	19%	26%	19%	13%	9%	8%	13%	11%	14%	22%

	<i>JULY 2001 SAMPLE (N = 1352)</i>	EDUCATION					COMMUNITY PLANNING AREA									
		<i>SOME</i>	<i>H.S.</i>	<i>SOME</i>	<i>COLL.</i>	<i>GRAD.</i>	<i>CENTRAL</i>	<i>WEST-</i>	<i>FOOT-</i>	<i>MID-</i>	<i>EAST</i>	<i>NEAR</i>	<i>NORTH</i>	<i>NORTH</i>	<i>SW MESA/ SOUTH</i>	
		<i>OR LESS</i>	<i>GRAD.</i>	<i>COLL./</i>	<i>GRAD.</i>	<i>WORK OR</i>										
Yes	82%	63%	82%	85%	87%	87%	85%	84%	83%	77%	81%	79%	84%	82%	85%	
No	18%	36%	18%	15%	13%	13%	15%	16%	17%	23%	19%	21%	16%	18%	13%	

Over four-fifths (82%) of area residents have driven on Central Avenue in Downtown Albuquerque at least one time in the past year.

Downtown Activities: Gone to Downtown Albuquerque for Business/Government Reasons

Question 44: Which of the following things have you done at least one time in the past year? [Gone to Downtown Albuquerque for business or government reasons]

	<i>JULY 2001 SAMPLE (N = 1352)</i>	GENDER		AGE				ETHNICITY		ANNUAL HOUSEHOLD INCOME					LENGTH OF ABQ. RESIDENCY			
		<i>MALE</i>	<i>FEMALE</i>	<i>18 TO 34</i>	<i>35 TO 49</i>	<i>50 TO 64</i>	<i>65 YEARS</i>	<i>HISPANIC</i>	<i>ANGLO</i>	<i>LESS</i>	<i>\$20,000</i>	<i>\$35,000</i>	<i>\$50,000</i>	<i>\$75,000</i>	<i>5 YEARS</i>	<i>6 TO 9</i>	<i>10 TO 19</i>	<i>20 YEARS</i>
				<i>YEARS</i>	<i>YEARS</i>	<i>YEARS</i>	<i>AND OVER</i>			<i>THAN</i>	<i>TO</i>	<i>TO</i>	<i>TO</i>	<i>OR MORE</i>	<i>OR LESS</i>	<i>YEARS</i>	<i>YEARS</i>	<i>OR MORE</i>
Yes	59%	60%	59%	65%	64%	63%	38%	61%	58%	55%	59%	64%	66%	68%	58%	63%	61%	59%
No	41%	40%	41%	35%	36%	37%	62%	39%	42%	45%	41%	36%	34%	32%	42%	37%	38%	41%

	<i>JULY 2001 SAMPLE (N = 1352)</i>	EDUCATION					COMMUNITY PLANNING AREA									
		<i>SOME</i>	<i>H.S.</i>	<i>SOME</i>	<i>COLL.</i>	<i>GRAD.</i>	<i>CENTRAL</i>	<i>WEST-</i>	<i>FOOT-</i>	<i>MID-</i>	<i>EAST</i>	<i>NEAR</i>	<i>NORTH</i>	<i>NORTH</i>	<i>SW MESA/ SOUTH</i>	
		<i>OR LESS</i>	<i>GRAD.</i>	<i>COLL./</i>	<i>GRAD.</i>	<i>WORK OR</i>										
Yes	59%	42%	57%	63%	65%	68%	71%	61%	54%	54%	56%	58%	69%	64%	64%	
No	41%	58%	43%	37%	35%	32%	29%	39%	46%	46%	44%	42%	31%	36%	36%	

Three-fifths (59%) of residents have gone to Downtown Albuquerque for business or government reasons in the past year.

Age: Sixty-four percent of residents under the age of 65 have gone Downtown for government or business reasons in the past year as compared to 38% of seniors.

Downtown Activities: Made a Purchase at a Downtown Restaurant/Business

Question 45: Which of the following things have you done at least one time in the past year? **[Purchased anything at Downtown restaurants and businesses]**

	<i>JULY 2001 SAMPLE (N = 1352)</i>	GENDER		AGE				ETHNICITY		ANNUAL HOUSEHOLD INCOME					LENGTH OF ABQ. RESIDENCY			
		<i>MALE</i>	<i>FEMALE</i>	<i>18 TO 34</i>	<i>35 TO 49</i>	<i>50 TO 64</i>	<i>65 YEARS</i>	<i>HISPANIC</i>	<i>ANGLO</i>	<i>LESS</i>	<i>\$20,000</i>	<i>\$35,000</i>	<i>\$50,000</i>	<i>\$75,000</i>	<i>5 YEARS</i>	<i>6 TO 9</i>	<i>10 TO 19</i>	<i>20 YEARS</i>
				<i>YEARS</i>	<i>YEARS</i>	<i>YEARS</i>	<i>AND OVER</i>			<i>THAN</i>	<i>TO</i>	<i>TO</i>	<i>TO</i>	<i>OR MORE</i>	<i>OR LESS</i>	<i>YEARS</i>	<i>YEARS</i>	<i>OR MORE</i>
Yes	51%	53%	50%	67%	53%	52%	29%	49%	52%	52%	51%	57%	60%	60%	62%	61%	53%	46%
No	49%	47%	50%	33%	47%	48%	71%	51%	48%	48%	49%	43%	40%	40%	38%	39%	47%	54%

	<i>JULY 2001 SAMPLE (N = 1352)</i>	EDUCATION					COMMUNITY PLANNING AREA									
		<i>SOME</i>	<i>H.S.</i>	<i>SOME</i>	<i>COLL.</i>	<i>GRAD.</i>	<i>CENTRAL</i>	<i>WEST-</i>	<i>FOOT-</i>	<i>MID-</i>	<i>EAST</i>	<i>NEAR</i>	<i>NORTH</i>	<i>NORTH</i>	<i>SW MESA/ SOUTH</i>	
		<i>OR LESS</i>	<i>GRAD.</i>	<i>COLL./</i>	<i>GRAD.</i>	<i>WORK OR</i>										
Yes	51%	41%	41%	56%	62%	57%	60%	49%	53%	48%	47%	60%	50%	51%	48%	
No	49%	59%	59%	44%	38%	43%	40%	51%	47%	52%	53%	40%	50%	49%	52%	

Half (51%) of area residents have purchased something at a Downtown restaurant or business in the past year.

Age: Two-thirds of residents under the age of 35 have purchased something at a Downtown restaurant or business in the past year as compared to 29% of seniors.

Downtown Activities: Attended Cultural/Civic Events Downtown

Question 46: Which of the following things have you done at least one time in the past year? **[Attended cultural or civic events Downtown]**

	<i>JULY 2001 SAMPLE (N = 1352)</i>	GENDER		AGE				ETHNICITY		ANNUAL HOUSEHOLD INCOME					LENGTH OF ABQ. RESIDENCY			
		<i>MALE</i>	<i>FEMALE</i>	<i>18 TO 34 YEARS</i>	<i>35 TO 49 YEARS</i>	<i>50 TO 64 YEARS</i>	<i>65 YEARS AND OVER</i>	<i>HISPANIC</i>	<i>ANGLO</i>	<i>LESS</i>	<i>\$20,000</i>	<i>\$35,000</i>	<i>\$50,000</i>	<i>\$75,000</i>	<i>5 YEARS OR LESS</i>	<i>6 TO 9 YEARS</i>	<i>10 TO 19 YEARS</i>	<i>20 YEARS OR MORE</i>
										<i>THAN \$20,000</i>	<i>TO \$35,000</i>	<i>TO \$50,000</i>	<i>TO \$75,000</i>	<i>OR MORE</i>				
Yes	52%	53%	51%	59%	59%	52%	29%	55%	48%	45%	53%	60%	63%	59%	52%	60%	54%	50%
No	48%	47%	49%	41%	41%	48%	71%	44%	52%	55%	46%	40%	37%	41%	48%	40%	46%	50%

	JULY 2001 SAMPLE (N = 1352)	EDUCATION					COMMUNITY PLANNING AREA									
		SOME H.S. OR LESS	SOME H.S. GRAD.	SOME COLL./ ASSOC.	COLL. GRAD.	GRAD. WORK OR DEGREE	CENTRAL ABQ	WEST- SIDE	FOOT- HILLS	MID- HEIGHTS	EAST GATEWAY	NEAR HEIGHTS	NORTH ABQ	NORTH VALLEY	SW MESA/ SOUTH VALLEY	
Yes	52%	34%	48%	56%	58%	62%	58%	51%	55%	50%	47%	55%	50%	50%	51%	
No	48%	66%	52%	44%	42%	38%	42%	49%	45%	50%	53%	45%	50%	50%	48%	

Just over half (52%) of city residents say they have attended a cultural or civic event Downtown in the past year. Residents who are more inclined to have attended at least one cultural or civic event Downtown include:

- those under the age of 50 (59%) as compared to seniors (29%);
- those with a household income of \$35,000 or more (61%); and
- those who have at least a four-year college degree (60%).

Reasons for Not Visiting Downtown Albuquerque More Often

(UNAIDED RESPONSES)

Question 47: What, if anything, keeps you from visiting Downtown Albuquerque more often?

	JULY 2001 SAMPLE (N = 1352)		JULY 2001 SAMPLE (N = 1352)		JULY 2001 SAMPLE (N = 1352)
No need to go there	28%	Construction	1%	Violence	*
Lack of parking	21%	Not convenient	1%	Run down buildings	*
Concern for personal safety	15%	Too dirty	1%	Police harassment	*
Homeless/panhandlers	9%	Handicapped	1%	Serving alcohol	*
Too far from home	8%	Not enough family-oriented things	1%	Lack of police action	*
Not enough stores	6%	High prices	1%	Not enough nighttime activities	*
Traffic	5%	Not enough services	*	No info on happenings	*
No time	5%	Need more cultural events	*	Gas prices	*
Cost of parking	4%	Work Downtown	*	Weather/heat	*
Lack of transportation	3%	Not enough restaurants	*	Skateboarders	*
Lack of appeal	2%	Live/lived Downtown	*	Road blocks	*
Go often	2%	Health/medical reasons	*	Event prices are too high	*
No fun activities	2%	Finances	*	Don't like metered parking	*
Crime	2%	Don't drive	*	Quality of stores	*
Too many people	1%	Dislike taking City bus to get there	*	No babysitters	*
Not geared for middle-aged/older people	1%	New to area	*	Not enough day time activities	*
Too many bars	1%	Too many police	*	Nothing	5%
One way streets	1%	No one to go with	*	Don't know/won't say	9%

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

When asked in an unaided, open-ended manner what keeps them from visiting Downtown Albuquerque more often, 28% say they do not have a need to go there while 21% cite a lack of parking, 15% express concern for their personal safety, 9% mention homeless/panhandlers and 8% say it is too far from home. Many other reasons were given though none of these were specifically cited by more than 6% of residents.